

City of Houston Health and Human Services Department

**WHOLE COMMUNITY PANDEMIC
ALL HAZARDS
PREPAREDNESS SUMMIT**

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Social Media Prepared by

Charles X White Charity Productions Since 1984

What is social media?

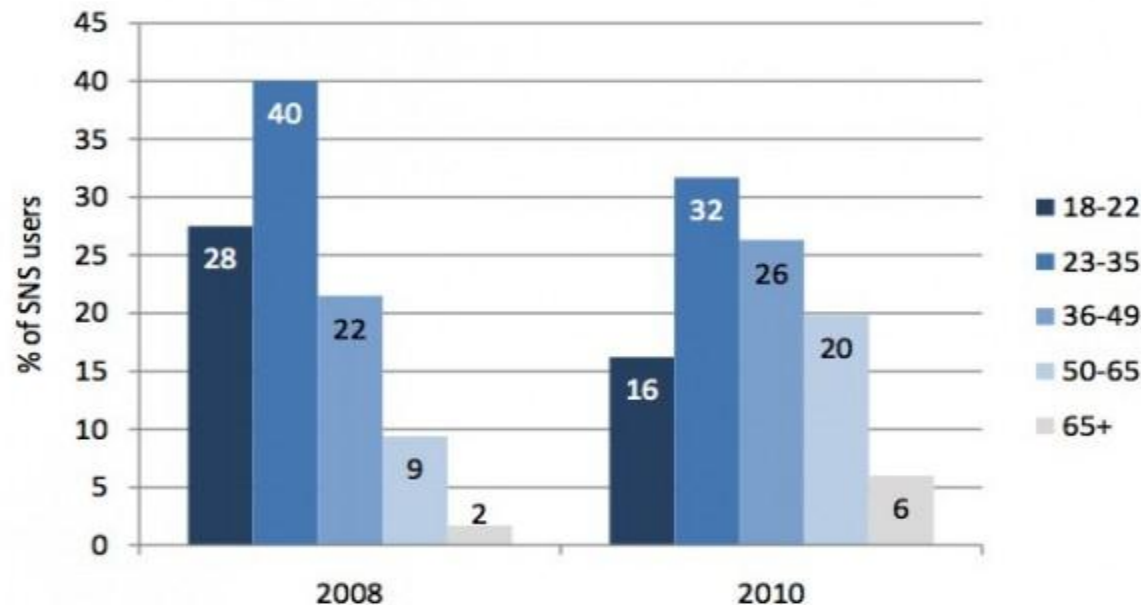
- social media - noun pl but singular or pl in constr
- Definition of SOCIAL MEDIA
- forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)
- First Known Use of SOCIAL MEDIA - 2004
- Pew Internet & American Life Project, a project of the Pew Research Center,
<http://searchengineland.com/a-portrait-of-who-uses-social-networks-in-the-u-s-and-how-social-media-affects-our-lives-81653>

Who uses Social Media in the US?

- Did you know that out of all social networking users 92% partake in Facebook, 29% participate on MySpace, 18% are on LinkedIn and Twitter is the least utilized network with just 13% usage? Or that males on LinkedIn nearly double the number of females, yet female usage of Twitter almost doubles male usage?

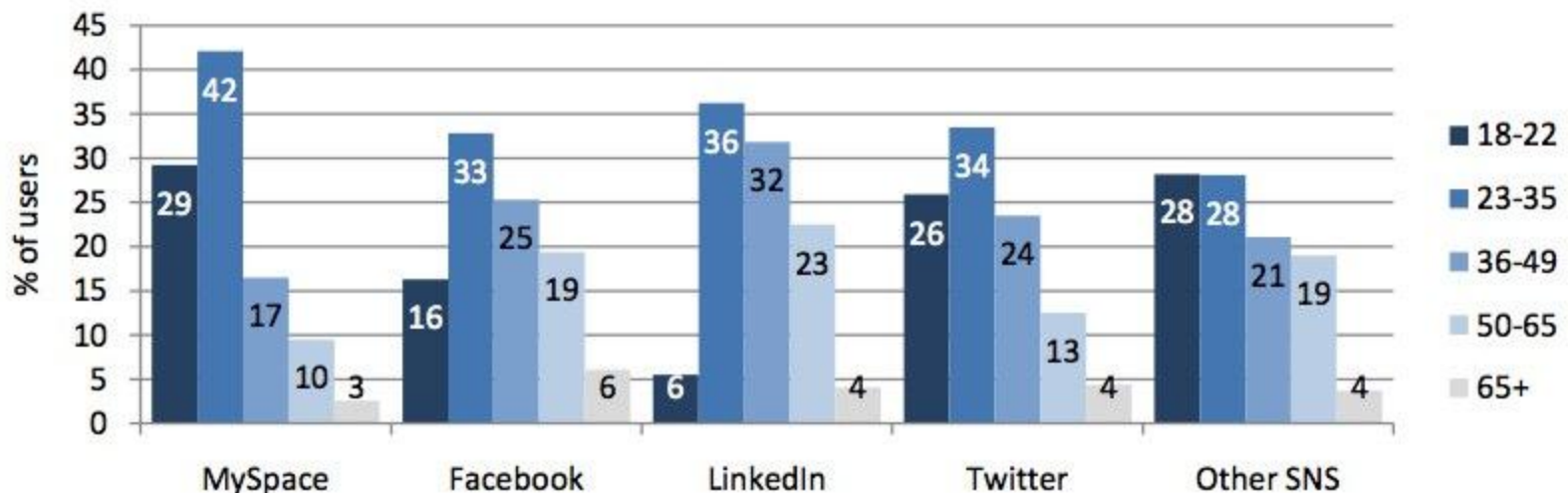
Social Media and Age Groups

- **Age** Leading the increase in social networking usage were those over the age of 35, which grew nearly twice as fast as those 18-35 in the same time period. Only 18% of Internet users over the age of 35 used a social networking service in 2008 and by 2010 that number was up to 48%. The average age of an adult SNS user jumped from 33 years old in 2008 to



Social Media Site-by-Site Breakdown

- One of the most interesting elements of the report is the site-by-site statistics that showed who actually uses the various social networking sites.
- A few surprising stats arose from these findings, including the fact that the average MySpace user (32 years old) is younger than both the average Facebook user (38) & Twitter (33) user. LinkedIn skews the highest out of all the networks with users having an average



Race & Ethnicity Social Media

- The information contained in the report shows that the vast majority of social networking users in the U.S. are white; the lack of minority participation on most networks is staggering.
- African-American users have the lowest presence on LinkedIn making up only 2% of the total users. The highest saturation of African Americans is on MySpace with 16% of the total users.
- Hispanic users are not prominent on social networking services either. LinkedIn is comprised of only 4% Hispanics, compared to the approximate 14.5% Hispanic makeup of the national population. Hispanics do however make up 12% of both the Twitter and MySpace user base.
- LinkedIn is far and away the most saturated site when it comes to white users who make up a whopping 85% of the user base.

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	MySpace	Facebook	LinkedIn	Twitter	Other SNS
White	70%	78%	85%	71%	68%
Black	16%	9%	2%	9%	13%
Hispanic	12%	9%	4%	12%	9%
Other Race	14%	12%	13%	21%	19%

Summary

- The most alarming aspect of this project is the prevailing question who is in contact and responsible for the vulnerable populations readiness?
- Where is FEMA, State, County and City in that population?
- As the research from the Pew Research Center points out the African Americans and Hispanic Americans are not part of the social media outreach users
- Research from the Associate Group Analysis by Texas A&M – Hazard Reduction Center points out, among minority groups several factors must be included in the whole community approach, some of those factors are: trust, language, technology, mobility, cultural definitions of terms and more....
- We still have a long way to go